

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| In re Application of: | Shubhasheesh Anand, et al. |) | Confirmation No.: 6738 |
| | |) | |
| Serial No.: | 10/799,048 |) | Examiner: Michael R. Stibley |
| | |) | |
| Filing Date: | March 11, 2004 |) | Art Unit: 4194 |

For: PREDICTING INVENTORY AVAILABILITY AND PRIORITIZING THE
SERVING OF COMPETING ADVERTISEMENTS BASED ON CONTRACT
VALUE

Via EFS-Web
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

This information disclosure statement is being submitted pursuant to 37 C.F.R. §1.56. The submission of this information disclosure statement is not to be construed as a representation that a search has been made and is not to be construed as an admission that the information cited in this statement is material to patentability.

The Examiner is hereby notified that for the following related application(s) an Office Action or other PTO correspondence has been received as indicated below:

DISCLOSURE OF USPTO CORRESPONDENCE

| U.S. Application/ Pat. No. | File Date | Correspondence Type | Correspondence Mailing Date | Atty. Docket. No. |
|----------------------------------|-----------|------------------------|--------------------------------|----------------------|
| 10/648,599 | 8/25/2003 | Final Office Action | 12/23/2009 | 50269-0558 |
| | | | | |

The related application(s) may contain one or more claims that may be substantially similar to one or more claims in the present application, and those claims may have been rejected in the related application(s). The related application(s) may also have one or more cited references that are common to the cited reference(s) in the present application, and the common reference(s) may have been analyzed by the Examiner(s) in the related application(s). Therefore, the Examiner is encouraged to review the file history(ies) of the related application(s) as some of the information contained therein may be material to the examination of the present application.

Throughout the pendency of this application, please charge any additional fees, including any required extension of time fees, and credit all overpayments to deposit account 50-1302.

Respectfully submitted,

HICKMAN PALERMO TRUONG & BECKER LLP

Dated: March 2, 2010

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